

Health Sector

- Outdoor industry to help with funding; some may have a community funding piece.
- It may be helpful to find how local communities could be a part of the health funding list. How could they be a part of this? Sections for local funding opportunities and collaborations.
- Cities may be competing with other agencies, non-profits for grants and funding, sometimes it is necessary for a larger conversation to happen for collaboration and not going after the same funding. Working towards the same goals.
- If health is truly what we are trying to do, then it is about getting partners together.
- There isn't anyone working and communicating with these large health foundations to be an advocate. If there is a way to facilitate this discussion, this would be very helpful.
- If we can show the amount of money that might be saved, then maybe we can get larger foundations to be a part of this exercise discussion. Need statistical backup for the opportunities that are available. Currently, there is a lot of focus on nutrition.
- The question comes down to "What is recreation?" The definition is important. Agencies are changing their names to Recreation and Wellness. This opens a door.
- Capital improvement grants need to be a part of the funding list as well. These are areas where communities go to get their exercise, and when amenities break, then they are removed instead of being able to replace.
- Look at websites to see what categories are listed for the health funding list.
- How long will the commitment to health and wellness last?
- Programmatic grants are very important, but they need to last, not just for 6 months. This also allows for the ability to find someone to carry on that program once the timeframe ends.
- It is important to make recreation fun too, it isn't just about being active; it is about parks making life better.
- Definition of play, adults may not think the same way, will they take it seriously?
- It is important to look at how to market to different groups.
- Integration of mind and body; interaction with the outside world.
- Need to work on changing people's belief construct. People need to understand what parks are doing for them and why it is important to them. This is a combination of both programs and open space.
- Recreation RX – coordinated with the Chula Vista Recreation Department
 - Come to the community center to check in
 - Transportation was an issue
 - Also something that was done in LA, but had issues with HIPAA.
 - People did not take it seriously. Recreation term makes it difficult, marketing is important.

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- NRPA has a program like this as well.
- You cannot implement something that does not have all of the players together, and you do not have the path to get there.
- There seems to be more freedom when talking about youth, than there is for adults.
- There are not a lot of studies that look specifically at activity.
- Should we reach out to an HR association to look at these calculations?
- City of Chula Vista may be able to partner with the school to do some sort of beta testing; they have a relationship with the schools, as well as a Kaiser Permanente program.
- Would fitness trackers be willing to be a part of this discussion?
- ACSM - The American Fitness Index – states percent of obesity, people who smoke, etc...
- San GIS includes information. Should also include transportation, public transit, bike routes and walkability.
- AARP also has some statistics that we may want to pull from, in looking at infrastructure and programs.
- Important to include how being active is preventative health care. There has been a shift in thinking about preventative health and if we place parks and recreation as being a part of that discussion that could be beneficial.
- Could this interface with Active Net, a program that is used for accountability and tracking classes and programs of users? This would be really helpful.

Public Survey

- Car ownership question is valid, should disability question be included and how to phrase in terms of accessibility
- Are there programs/features that would entice you to the park
- Partnerships for survey to reach far and wide
- Web based questions could be asked by city
- Survey monkey used by local parks, give time lines and
- Data is shared in web based report and through SCORP – general public will have access
- Local data made available – i.e., city specific, by region = ASK FOR ZIP CODE
- More than 10 questions = potential to lose participant
- Need to gather the most information that truly depicts the issue/concerns
- Recruiting for survey – participating is optional and they opt in
- REI – multicultural millennial survey
- Survey may create pride and ownership
- A campaign to create excitement for survey and goals: local media, local partners' websites, logo to push survey
- Use all methods for outreach

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- Use visuals in survey – pictures
- Hashtag #hikehappy for marketing
- Overall consensus to include demographic info. to indicate populations that are targeted for funding.
- Consider certain communities may be over surveyed
- Income level may indicate disposable income for recreation activities
- Disposable time for spending on recreation activities
- Park exercise equipment usage or in-ground adult playground question
- Include pictures of question topic in survey
- How many work hours per week, indicates real picture of available time for recreation activities?
- What would you like have in terms of time for recreation – response can help indicate what programs/features for park
- How do we want to utilize the information?
- Selection options should tell the story of the possible usage or needs for the parks
- When I have 3 hours of free time, I use it to _____
 - Travel to a park/coastline
 - Visit local park
- Ask questions in the affirmative
- What are the actionable questions, what are we going to do with the data and how this data can help determine future decisions?
- Asking participant how parks and recreation are valued can we glean potential support for grants/bonds?
- Barriers for not visiting parks: homelessness, transportation, disposable income, park value, safety, cleanliness/maintenance, other park visitors
- #1 issue at parks = homeless

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Needs Assessment

- Kristi McClure connect with PRORAGIS for needs assessment lessons learned
- How to market participation in the needs assessment?
- How to articulate unmet need in communities, this could be a valuable tool
- What do the local agencies get out of the participation – potential grant application information
- Need direction from state to indicate what's needed to complete assessment, a lot of parks that exist outside state parks knowledge base
- 2-year program for 57 parks in Chula Vista needs assessment
 - May not be feasible for some agencies due to the size and level of information collected considering time and costs
- San Diego identifies funding gaps and tries to link to grant opportunities
- Perhaps ask total dollar value to unmet need by jurisdiction rather than park specific
- If, Park improvements are referred to as new park how to indicate or specify in data collection
- Local agencies already may be involved in their own needs assessment and transferring into our format may be challenging, in addition may have time constraints due to local approval process
- How is this info going to be used in terms of determining how and where grants are awarded?
- Idea! Stagger the info collected
- This info can “advocate” for bonds being passed! (not that State Parks will advocate)